

# HOW DO WE KNOW?

## Inside America's Economic Machine

The United States has the world's largest economy, with a gross domestic product of \$15 trillion, almost twice the size of China, the second-largest economy. The U.S. Census Bureau's economic programs, in particular the five-year Economic Census and the Census of Governments, measure the U.S. economy in its many aspects and help the nation keep its economic edge. Shown here are a few of the latest economic statistics from the U.S. Census Bureau.

Note: Originally released August 2, 2012, this infographic was subsequently revised and updated. See source document.

### Business Characteristics

How many businesses are in the United States?

**5.8 Million**

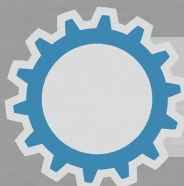
Employer Firms  
(2009)



**97%** of all  
business receipts

**21.7 Million**

Non-employer Firms  
(2009)



real estate agents, "mom  
and pop" stores, and other  
small businesses



**Female-owned businesses**  
(2007)



## Business Characteristics



### Minority-owned businesses

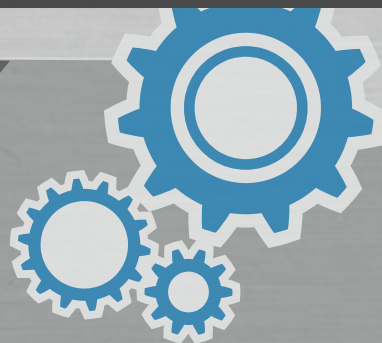
increased by **46%**, more than twice the national rate, between 2002 and 2007.

**57%**

There are proportionately more minority-owned businesses in Hawaii than in any other state

**40%**

The District of Columbia is ranked 2nd.



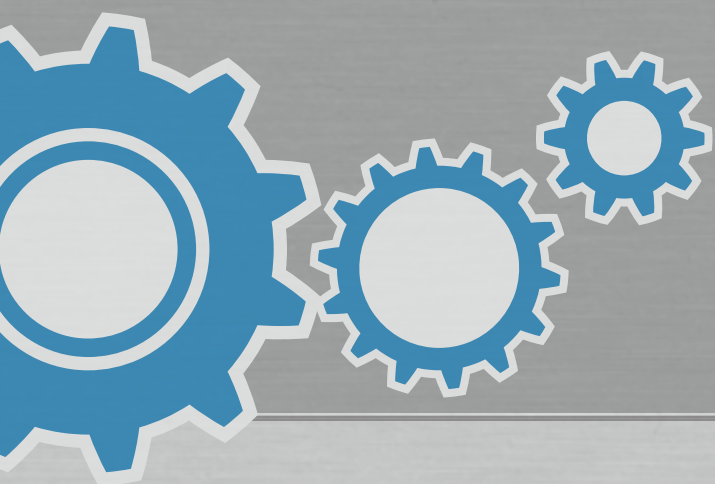
### Restaurants

**220,000** full service restaurants

**30,000** franchises

**211,000** limited service restaurants (carry-out or fast-food)

**125,000** franchises

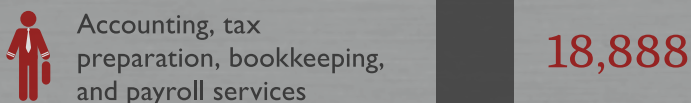
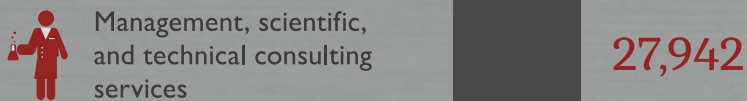
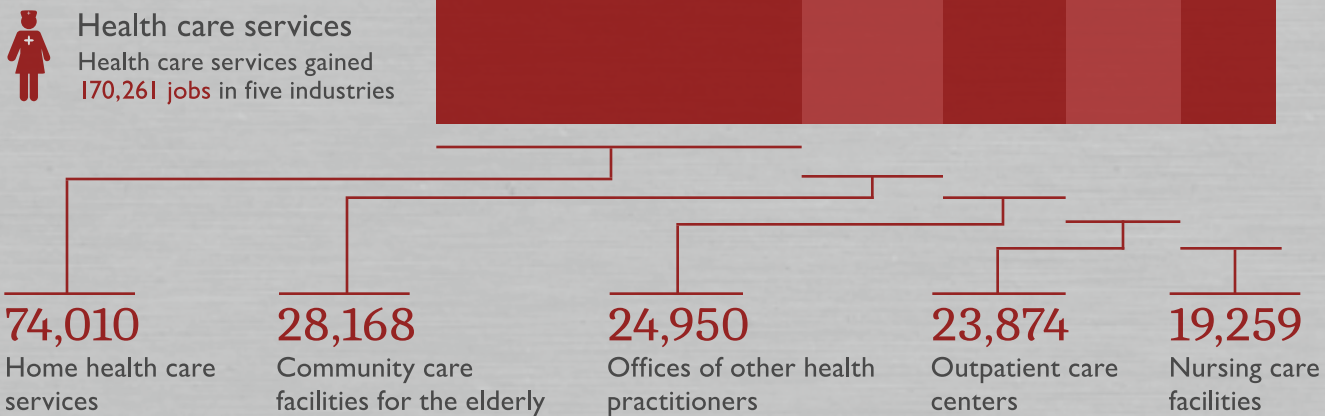




## Growing Industries

### What industries gained the most jobs?

Industry & Job Gain (2009-2010)

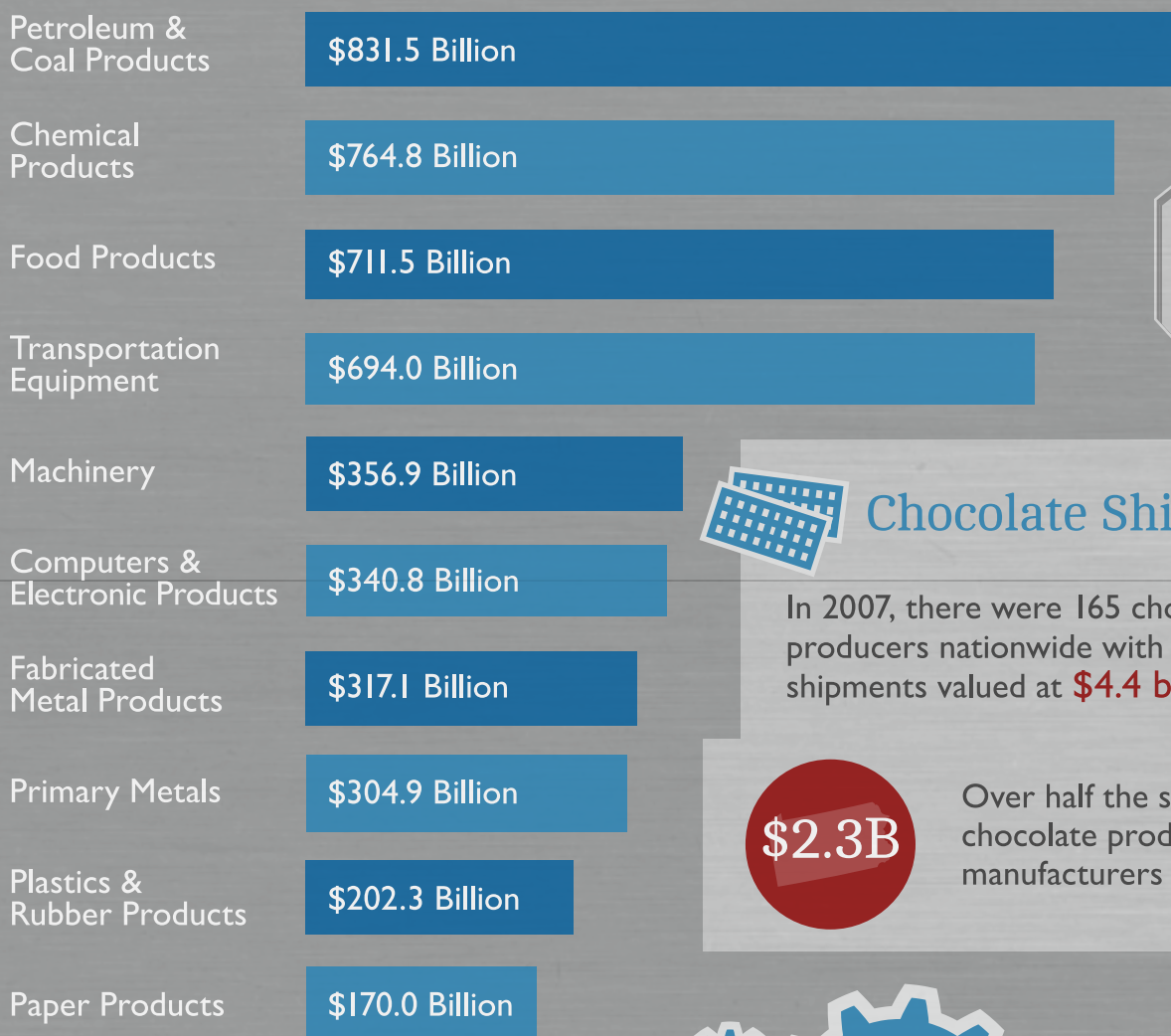


## Manufacturing

**\$5.5 Trillion**

Total value of manufacturers' shipments (2011)

### Top Industries



### Chocolate Shipments

In 2007, there were 165 chocolate producers nationwide with shipments valued at **\$4.4 billion**.



**\$2.3B**

Over half the shipments of chocolate products came from manufacturers in Pennsylvania.



# HOW DO WE KNOW?

## Transportation

How does the U.S. move goods  
across the country?  
% of ton miles (2007)



0.1%



Air

46.3%



Rail

40.4%



Truck

9.9%



Water

1.8%



Other\*

\*Includes parcel, USPS or courier, and unknown.

## Financial Services

125,000  
Financial Institutions Nationwide (2007)

### Banks, Savings & Loans, and Credit Unions:

Selected Sources of Revenue (2007)



Loans to  
Businesses  
(commercial &  
industrial mortgages)



Home Equity  
Loans



Vehicle  
Loans



Residential  
Mortgages



Credit Card  
Income

## Housing

In 2011, new single-family homes  
had an average of 2,480 square  
feet in floor space. The average  
price for new single-family  
homes sold was **\$267,900**.



*Note: Revenue from fees, interest and  
other sources: does not show holdings.*

## E-Commerce

### Retail Sales



Auto dealers showed retail sales in 2011 of **\$699 billion** – of which **\$617 billion** were from new car dealers and **\$82 billion** were from used car dealers.



Warehouse clubs and superstores showed retail sales of **\$391 billion** in 2011 – more than twice their sales in 2001.



One of the largest retail industries dollar-wise was groceries, with **\$551 billion** in sales in 2011.



Americans spent **\$1,442 per person** at gas stations in 2010.



We are buying online! At the end of 1999, e-commerce was approximately **0.6 percent** of retail sales; in the 2nd quarter of 2012, it reached the **5%** level.

### What are we buying online from retail businesses? (2010)



17.6%  
Clothing & Clothing Accessories



24.5%  
Computer Hardware & Software,  
Electronics & Appliances



9.0%  
Furniture & Home Furnishings



9.3%  
Music & Videos,  
Books & Magazines



39.6%  
Other



# HOW DO WE KNOW?

Total Trade in Goods:  
**\$3.7 Trillion** (2011)

16.2%

Canada

13.6%

China

12.5%

Mexico

## State & Local Governments

Top 5 Revenue Sources &  
Expenditures Categories (2009)

**\$2.1 Trillion**  
in revenues

Federal  
Sources

**\$536.8**  
Billion

Sales and  
Gross  
Receipts  
Tax

**\$433.6**  
Billion

Property  
Tax

**\$424.0**  
Billion

Current  
Charges

**\$388.8**  
Billion

Income  
Tax

**\$270.5**  
Billion

**\$3.0 Trillion**  
in expenditures

Education

**\$850.7**  
Billion

Public  
Welfare

**\$431.1**  
Billion

Insurance  
Trust

**\$275.5**  
Billion

Utility

**\$205.1**  
Billion

Highways

**\$152.1**  
Billion



The Census Bureau's economic statistics provide the foundation for the GDP and other measures of economic performance. These figures help government officials, businesses, and the general public keep up to date on the health of the U.S. economy.